

# MEXICO CARBON FORUM

GUANAJUATO  
2024



4<sup>th</sup> EDITION  
OF THE MOST IMPORTANT  
CARBON MARKETS EVENT IN  
MEXICO

# SPONSORSHIP BROCHURE



**Mexico is the first country in Latin America to implement more than 4 subnational carbon taxes**

## MEXICO CARBON FORUM

The growing trend of implementing carbon pricing instruments has gained momentum globally as the importance of internalizing carbon costs and fostering the transition to a more sustainable, low-carbon economy is recognized.

To promote the national climate agenda, the MEXICO CARBON FORUM aims to convene the most important parties in decision-making and development of emissions reduction initiatives at the state, national and international level.

The 4th edition will be held in the city of León in the state of Guanajuato, within the framework of the implementation of the subnational carbon tax, setting the tone for discussion sessions on new carbon price implementation mechanisms, use of offsets through reduction projects emissions and lessons learned in the industry. During this edition, relevant topics will be discussed on the evolution of the new pre-fulfillment market, incipient markets, i.e. biodiversity credits, regulated markets, emissions trading systems (ETS) and international markets such as CORSIA and Article 6 of the Paris Agreement.

MEXICO CARBON FORUM 2024 will be a space in which interest groups from different sectors will be able to know, learn and discuss the trends and initiatives associated with carbon pricing instruments and the most efficient routes for decarbonization.

# MEXICO CARBON FORUM 2021

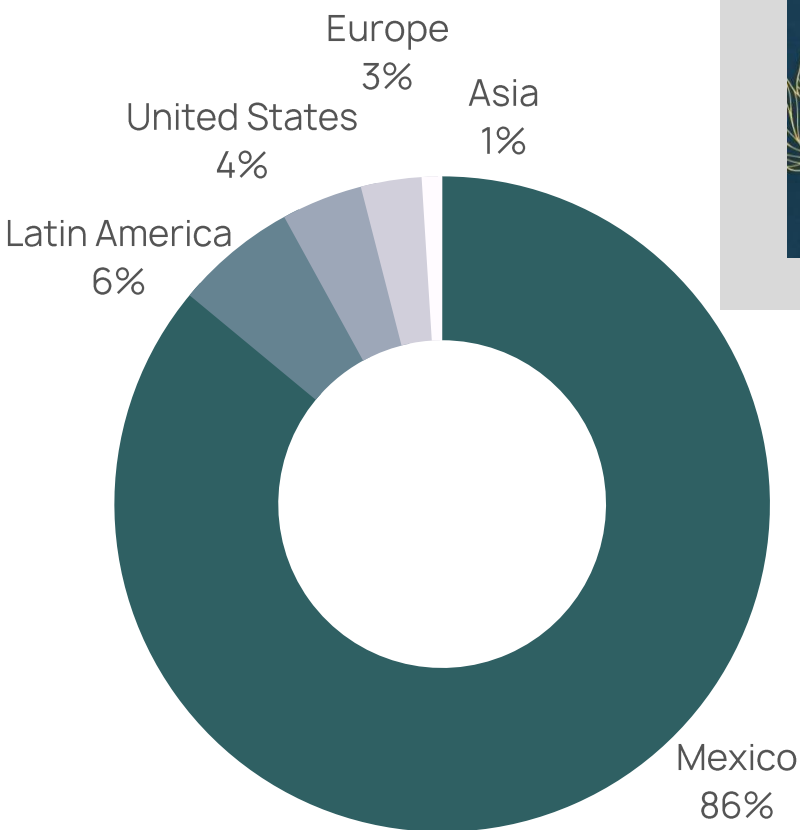
## 1<sup>st</sup> EDITION

### Participating institutions:

- Kimberly-Clark
- WRI
- ProNatura
- Walmart
- Nestlé
- BBVA
- PEMEX
- CEMEX
- Iberdrola
- CFE
- SEMARNAT
- UNAM
- CONAFOR
- WWF
- CAR
- VCS - Verra
- ...and more



### Registration by region



- 2** Days
- 100%** Online
- 1500** Total registered
- 55** Speakers

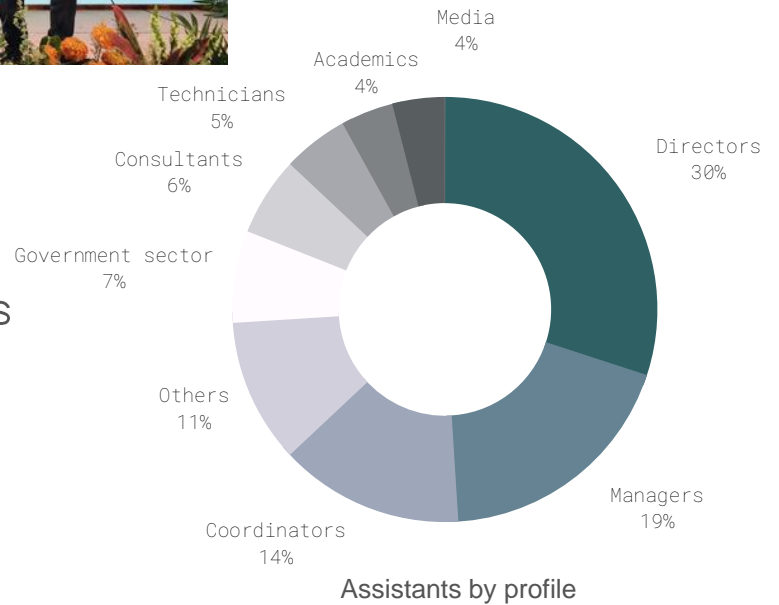
# MEXICO CARBON FORUM 2022

## 2<sup>nd</sup> EDITION



**Guadalajara, Jalisco**  
**September 6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup>**

- 890** Total assistants
- 130** Speakers
- 33** Sponsors
- 200** Participating institutions



### Participating countries

1. Argentina
2. Brazil
3. Canada
4. Chile
5. Colombia
6. Costa Rica
7. Spain
8. United States
9. Guatemala
10. Lithuania
11. Mexico
12. New Zealand
13. Peru
14. Dominican Republic



Assistants from Mexico by state



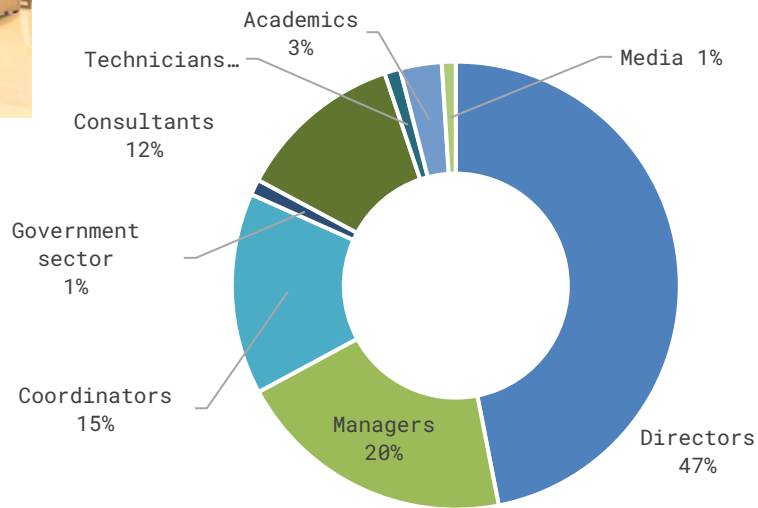
**MEXICO  
 CARBON  
 FORUM**

# MEXICO CARBON FORUM 2023

## 3<sup>rd</sup> EDITION



### Querétaro August 14<sup>th</sup> & 15<sup>th</sup>



- 2500** Total assistants
- 140** Speakers
- 29** Sponsors
- 500** Participating institutions

### Participating countries

1. Germany
2. Argentina
3. Brazil
4. Canada
5. Chile
6. Colombia
7. South Korea
8. Ecuador
9. United States
10. Great Britain
11. India
12. New Zealand
13. Panama
14. Peru
15. Dominican Republic
16. Vietnam



Assistants from Mexico by state



# MEXICO CARBON FORUM

# MEXICO CARBON FORUM 2023

## MEDIA

+ 80 media representatives

+ 160 published notes online

Complete coverage both days of the event



### Side event

## Celebration of the first carbon neutral wine "San Juanito"

Ciudad de México a 13 de agosto del 2023



Otorga a San Juanito Vitivinícola

En reconocimiento por haber completado exitosamente la estimación de la **Huella de Carbono** y la obtención del **sello de vino carbono neutral** en el período 2022-2023.



# Agenda 2024

## Thematic routes

## Specialized workshops



### Expected audience: 3000 Assistants

People from different sectors: public, private, financiers, academia, NGOs, civil society, consultants, developers, among others.

### MEXICO CARBON FORUM 24

It will bring together international, regional, national and local actors specialized in carbon markets and other initiatives for decarbonization

#### You will be able to listen to and interact with key decision makers:

- Public sector: secretaries, undersecretaries and delegates of the environment, treasury and finances
- Developers of emissions reduction projects
- Directors of international carbon standards
- Certification programs; Verifiers and validators
- Private sector: industry, commerce, forestry sector
- Specialized consultants

Mexico is the only country in Latin America with subnational carbon taxes

Mexico currently has a national carbon tax and six subnational carbon taxes.

Mexico is the first country in the region with an Emissions Trading System

# Agenda 2024

The MEXICO CARBON FORUM 2024 will be in person. It will take place in the city of León, Guanajuato in July 2024. Some topics to address are:

## Temas principales:

- Mexico's Emissions Trading System: ¿pause or continuation?
- The compliance, pre-compliance and voluntary markets in North America
- Mega trends in global carbon markets
- ¿Quo vadis? COP-28 Takeaways in Abu Dhabi and expectations for COP-29
- Carbon pricing at the state level: the youngest carbon markets in Latin America and their momentum
- The market in California: traction and challenges
- Latin America and the price of emissions
- Forest carbon market in Mexico: transformations and competitiveness
- Opportunities for developing carbon projects outside of Nature-Based Solutions (NBS)
- Aviation and maritime transport: demand for the next decade
- Guanajuato and Querétaro: regional carbon markets. Local players with global challenges.
- Markets in Asia-Pacific and Asia. Competition from Latin America?
- The great debate: permanence of emissions reductions in nature-based solutions
- Prices and trends in the carbon market: how to develop projects in volatile environments.
- Takeoff of Article 6 and the role of Latin America.
- How can the transportation sector reduce emissions and protect its competitiveness?
- Net Zero at the corporate level: tools for companies
- Channeling financing towards emissions reduction projects
- ¿Can we trust the voluntary carbon market?
- How satellite imagery can increase confidence, volume and prices in the carbon market
- Mexico, California and Quebec: common destiny and crossed paths.
- The birth of another big market: India arrives on the scene.
- Colombia and the destination of the most dynamic market in the region
- The intrinsic risks of carbon markets

## The event will feature:

- Stand area
- Parking lot
- Simultaneous routes
- Media



# Become a sponsor

Many prestigious global and regional brands partner with MÉXICO<sub>2</sub> in order to support our efforts in creating environmental markets throughout Latin America.

Associating with an independent and internationally recognized organization like MÉXICO<sub>2</sub>, will generate recognition of seriousness and credibility for your brand in Mexico and the entire region.



Demonstrate leadership in climate action initiatives and accredit your position as a leader in participation in the most important event on climate change in Mexico.

Support the fight against the climate crisis. Boost your company by promoting innovation and position yourself at the forefront of climate change in the country and the region.

# Sponsorship Modalities

## MEXICO CARBON FORUM 2024

### Gold Partners

- Delivery of a keynote lecture
- Participation in a dialogue table or discussion panel (2)
- Teaching a specialized workshop (1)
- Possibility of meetings with participants, special guests and/or speakers (2)
- Logo on all event materials (web page, agenda, banners, conference and training screens)
- Logo on all event communication materials (invitations, social networks, MailChimp)
- Mention and recognition by master of ceremonies
- Logo on participant's carnets
- Space at the event location to place a promotional stand.
- Attendee data (before and after the event)
- Tickets for the welcome dinner (3) and closing cocktail (3)
- Notes and interviews (1)

USD 33,000.00

### Premier Partners

- Sponsorship of a keynote conference
- Participation in a dialogue table or discussion panel (2)
- Teaching a specialized workshop (1)
- Possibility of meetings with participants, special guests and/or speakers (1)
- Logo on all event materials (web page, agenda, banners, conference and training screens)
- Logo on all event communication materials (invitations, social networks, MailChimp)
- Mention and recognition by master of ceremonies
- Logo on participant's carnets
- Space at the event location to place a promotional stand.
- Attendee data (before and after the event)
- Tickets for the welcome dinner (2) and closing cocktail (2)

USD 28,000.00

# Sponsorship Modalities

## MEXICO CARBON FORUM 2024

### Featured Partners

- Participation in a dialogue table or discussion panel (1)
- Logo on all event materials (web page, agenda, banners, conference and training screens)
- Logo on all event communication materials (invitations, social networks, MailChimp)
- Mention and recognition by master of ceremonies in: conferences and trainings
- Logo on participant's carnets
- Space at the event location to place a promotional stand.
- Event attendee data (prior to the event)
- Tickets for the welcome dinner (2) and closing cocktail (2)

USD 19,000.00

### Special Partners

- Participation in a dialogue table or discussion panel (1)
- Logo on all event materials (web page, agenda, banners, conference and training screens)
- Logo on all event communication materials (invitations, social networks, MailChimp)
- Mention and recognition by master of ceremonies in: conferences and trainings
- Tickets for the welcome dinner (1) and closing cocktail (1)

USD 14,000.00

# Sponsorship Modalities

## MEXICO CARBON FORUM 2024\*

### Training Partners

- Teaching a specialized workshop
- Logo on event website

USD 6,500.00

### Partner- Coffee Break (2)

- Coffee break coverage during the event
- Promotional space during coffee break
- Tickets to welcome dinner and closing cocktail to be agreed
- Networking boost during coffee break to be agreed

To be agreed

### Partner- Closing Cocktail (1)

- Closing cocktail coverage of the event
- Tickets to welcome dinner to be agreed
- Networking boost during closing cocktail to be agreed
- Space for promotional items during closing cocktail

To be agreed

### Media Partners

- Full event coverage
- Event Notes
- Coverage on social networks of the media partner
- Professional photo and video service

To be agreed

# Sponsorship Modalities

## MEXICO CARBON FORUM 2024

### General considerations

- All prices reflected DO NOT include VAT.
- All prices reflected are in United States Dollars (USD) and are only applicable to organizations outside of Mexico.
- All sponsors must sign the Memorandum of Understanding (MoU) between the parties no later than 2 weeks after confirming the type of sponsorship
- The representatives proposed by the sponsors, as well as the topics for the keynote conferences and workshops to be given, must be agreed upon with the organizers, taking into account their relevance and suitability.
- The topics for the discussion panels will be made in conjunction with the local counterpart of the event, and will later be sent to the sponsor representatives for the selection of the topic.
- Stand space and locations will be agreed with the organizers depending on availability and confirmation of sponsorship
- Suggestions should be made with reasonable advance notice. It is expected to have a final version of the agenda two weeks before the event.

<b>SPONSOR</b>	<b>Gold</b>	<b>Premier</b>	<b>Featured</b>	<b>Special</b>	<b>Training</b>
<b>Investment (USD)*</b>	<b>33,000</b>	<b>28,000</b>	<b>19,000</b>	<b>14,000</b>	<b>6,500</b>
Delivery of a keynote lecture	1				
Master conference sponsorship	1	1			
Workshop delivery	1	1			1
Discussion panel participation	2	2	1	1	
Possibility of meetings with participants or speakers	2	1			
Logo on carnets	•	•	•	•	
Logo on event website	•	•	•	•	•
Logo in event communications	•	•	•	•	
Mention and recognition by master of ceremonies	•	•	•	•	
Logo on post-event material	•	•	•	•	
Stand space	1	1	1		
Tickets to the welcome dinner	3	3	2	1	
Tickets to the closing cocktail	3	2	2	1	
Notes and interviews	1				

\*Prices do not include VAT, or any other applicable tax

\*\* The total amount of the investment must be fully covered before **July 15, 2024**



## To discuss any of the opportunities:

**Carlos Sánchez, Commercial Coordinator**  
[carlosst@mexico2.com.mx](mailto:carlosst@mexico2.com.mx)

**Ana María de Leija, Outreach Manager**  
[amdeleija@mexico2.com.mx](mailto:amdeleija@mexico2.com.mx)

**MEXICO  
 CARBON  
 FORUM**

GUANAJUATO  
 2024



**#MexicoCarbonForum24 #MexicoCarbonForum #MXCF24**

**\* MEXICO<sub>2</sub> may make some unforeseen changes as the event approaches.**

**Be sure to access the latest news at:**  
[www.mexicocarbon.com](http://www.mexicocarbon.com)